Job description and person specification

Please note this statement is for information only and does not form part of a contract. The responsibilities articulated are not exhaustive and we are committed to working practices that are flexible, collaborative and inclusive.

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| Job title | Public Affairs Manager | Location | London office, Chesterfield office or homeworking |
| **Contract type** | Full-time | **Contract length** | Permanent |
| **Date** | April 2022 |  |  |

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| Context |
| We are Versus Arthritis. We are campaigners, fundraisers, designers, researchers, volunteers and administrators, all doing everything we can to push back against arthritis. Together, we’ll continue to develop breakthrough treatments, campaign relentlessly for arthritis to be seen as a priority and support each other whenever we need it. Together, we’re making real progress. But there’s still a long way to go, and we won’t stop until no-one has to tolerate living with the pain, fatigue and isolation of arthritis.  The Policy, Public Affairs and Campaigns teams are focused on creating lasting change for people with arthritis. We identify the policy changes that are needed, and influence decision-makers with public affairs tactics and by campaigning alongside people with arthritis. This role will lead our public affairs targeted at Westminster to make real change happen. This is a fantastic opportunity to raise our profile and key issues among decision-makers and drive forward putting the needs of people with arthritis on the political agenda. |

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| Main purpose of the role |
| The main purpose of this role is to manage the charity’s public affairs activities, building a strong profile with decision-makers to ensure our messages about policy priorities are recognised. The successful post-holder will develop and co-implement exciting and engaging influencing strategies in our policy priority areas. These plans should take an integrated approach and will include close working with colleagues across policy, campaigning, communications team and social media.  The successful post-holder will be a strong communicator who can build good external relationships to successfully influence politicians, special advisers, Government and other decision-makers. They will have a good understanding of the political environment, the arena in which health and care charities influence in and be able to produce engaging materials and arrange events. They will also be able to work in partnership with the coalitions we are active in such as the Association of Medical Research Charities and co-supporting our activities on the All Party Parliamentary Group on Medical Research.  An enthusiastic, adaptive and flexible approach is important, as is the ability to matrix-work in partnership across teams. |

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| Management and key relationships | |
| **Roles managed** | Public Affairs Officer |
| **Reports to** | Head of Policy and Public Affairs |
| **Key Relationships** | Within the Policy, Public Affairs and Campaigns (PPA) department:   * Campaigns Manager and Officer * Policy Managers and Officers   Within the wider charity:   * Brand, Digital and Communications teams * Involvement and Services * Devolved nation Policy & Engagement teams * Procurement and Finance teams * Research Directorate   External relationships:   * Politicians, special advisers and civil servants (Westminster, devolved assemblies and in Local Government). * Government/Government departments/Government bodies and associated agencies/civil servants involved with health and social care, disability employment, medical research, public health and welfare. * The main professional societies and bodies who focus on arthritis and related conditions. * Other charities and umbrella bodies (UK and international) concerned with arthritis and long-term conditions. * AMRC, Royal Colleges, GMC, healthcare regulators and think tanks. * Healthcare professionals, including within the pharmaceutical and medical devices industries. * People with arthritis and other musculoskeletal conditions. |

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| Main Responsibilities and Duties | |
| **1** | To manage the charity’s public affairs activities and build a strong profile with decision-makers to ensure our messages about our policy priorities are recognised and acted upon. |
| **2** | Develop and co-implement strong and engaging influencing strategies in our policy priority areas; ensure there are integrated and engaging plans which encompass policy, public affairs, campaigning, media and social media. |
| **3** | Support a senior stakeholder engagement strategy for key Versus Arthritis senior staff to effectively build our profile, with a particular focus on our organisational ambitions in relation to Government; build strong external relationships and act as a representative of Versus Arthritis externally including to politicians, special advisers, government, local government, professional bodies and charities. |
| **4** | Work closely with other teams, including with policy colleagues to develop external facing briefings and engaging materials for decision-makers; with campaigns colleagues to include the voice of people with arthritis in our influencing work; in collaboration with the Communications and Marketing teams to support our influencing activities across our owned, shared and earned channels. |
| **5** | To ensure that appropriate infrastructure is in place, including mechanisms to manage contacts in line with charity wide systems and to work in partnership with other teams who are building relationships with key decision-makers to ensure a joined-up approach. |
| **6** | Facilitate and work with the devolved Policy and Engagement Managers to develop our public affairs profile in the devolved nations; work with colleagues to enable a UK wide approach. |
| **7** | Oversee a programme of events to raise the charity’s profile primarily in Westminster including in Parliament, at party conferences and with constituency level events; work closely with the Public Affairs Officer to ensure effective delivery. |
| **8** | To line manage the Public Affairs Officer; including objective setting, motivating direct reports, holding regular one to ones and providing feedback on performance. |
| **9** | Contribute to the team’s planning activities and the development and implementation of our strategic plans. To undertake other relevant duties as appropriate, in line with the priorities and needs the Directorate. |

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| Criminal Record Check | |
| **Requirement** | This role DOES NOT require a Criminal Record check |

## Person specification

Knowledge, skills and experience: **key requirements**

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| Requirement | | Evaluation Stage |
| **1** | Excellent knowledge and recent experience gained from a policy/public affairs role in a national organisation. | Application/ Interview |
| **2** | Good understanding and/or experience of influencing on one or more of the following issues; health, social care, work, medical research, children and young people. | Application/ Interview |
| **3** | Excellent experience and demonstrable ability of developing successful influencing strategies which encompass policy, public affairs, campaigning, media and social media. | Application/ Interview |
| **4** | Excellent oral communications skills, with experience of successfully influencing politicians, special advisers, civil servants, policymakers and other decision-makers. | Application/ Interview |
| **5** | Excellent written communication skills with experience of communicating complex information clearly and persuasively for public affairs and/or general audiences. | Application |
| **6** | Good experience of oversight of delivery of events, project management, ability to prioritise and produce influencing plans independently with ease to deadlines. | Application/ Interview |
| **7** | Strong experience of building good working relationships with a variety of stakeholders and people in different teams, locations and at all levels. | Application/ Interview |
| **8** | Good project management skills. | Application/ Interview |
| **9** | Demonstrable experience of an enthusiastic and flexible approach: able to work closely and adaptively with the immediate team and collaboratively across the entire organisation. | Application/ Interview |

Knowledge, skills and experience: **desirable requirements**

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| Desirable | | Evaluation Stage |
| **1** | Experience of line management of staff members or volunteers. | Application/ Interview |
| **2** | Experience of working with people with long term conditions. | Application/ Interview |
| **3** | Basic knowledge of arthritis and musculoskeletal conditions. | Interview |
| **4** | Understanding of UK health and care systems, particularly relating to long-term conditions care. | Application/ Interview |

## Competencies

We will be looking for evidence of the following competencies during the selection process.

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| Competency and description | | Evaluation Stage |
| **1** | **Change and innovation**: Thinking creatively and flexibly while rigorously analysing potential improvements. Welcoming and adapting readily to change. | Application/ Interview |
| **2** | **Delivering results:** Committed to achieving strong reliable outcomes, prioritising tasks and taking timely decisions, minimising risk while remaining positive and focused. | Application/ Interview |
| **3** | **Problem solving:** Ensuing problems are fully understood, options thoroughly examined in the light of impact, risk and consultation, and solutions rigorously evaluated. | Application/ Interview |
| **4** | **Creating teams:** Motivating, inspiring, supporting and developing strong, high performing and cohesive teams while taking a timely and effective approach to managing performance. | Application/ Interview |
| **5** | **Interpersonal behaviours:** Understanding your own behaviour, working to grow and improve, role-modelling collaborative, co-operative, generous and resilient behaviour to others. | Application/ Interview |
| **6** | **Two-way communication:** Using strong listening and communication skills with understanding and empathy to help you inform, challenge and influence effectively. | Application/ Interview |

**Values and behaviours**

Our values and behaviours framework underpins our daily working lives at Versus Arthritis. Its primarily for employees, volunteers and trustees and describes the expectations we have of each other, and our individual and collective commitment to the organisation.

Our values and behaviours directly support our brand identity and our customer experience principles. Even though the language may not be exactly the same, the principles and ideas are all consistent with our purpose and identity as Versus Arthritis. 

* We value our contribution to a truly **inclusive** and **flexible** organisation, that prioritises people’s **health and wellbeing**.
* We value **learning** to increase our impact for people affected by arthritis.
* We value being **accountable** for our actions and have **high expectations** of each other.
* We value **persevering** with challenges when we know **it’s the right thing to do.**